



N

Network of Employers for Traffic Safety

E

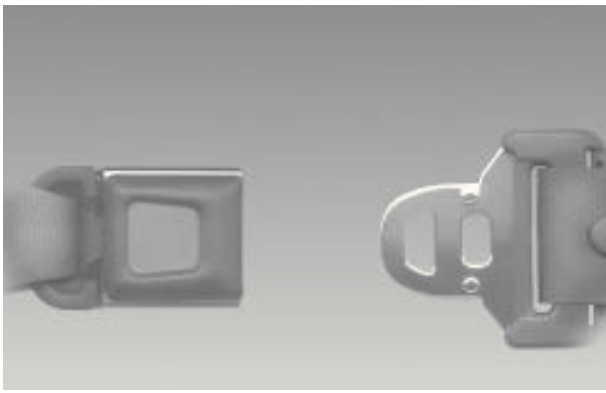
NETS

Seasonal Planner

T

First Quarter 1997

S



OCCUPANT PROTECTION—USE IT!

Protecting a vehicle's occupants is the responsibility of every driver. Knowing the correct way to use safety restraints, seat belts, and child safety seats, is the first step in occupant protection. Making sure that all of a vehicle's occupants use these restraints consistently is the second step.

As an employer, you have the opportunity and the responsibility to spread the word about the importance of safety restraints. Despite a wave of legislation requiring the use of seat belts and child safety seats, many people don't fully understand the issues involved. Some of your employees may fail to use safety seats with their children—despite the fact that such seats reduce fatal injury by 69 percent for infants and by 47 percent for toddlers. Some may not use their own seat belts regularly—despite the fact that unrestrained occupants risk ejection from the vehicle in a crash, while restrained occupants are seldom ejected. Even employees who use safety restraints conscientiously may be unaware of important guidelines, such as what precautions to take when children ride in a vehicle equipped with air bags.

This safety planner will help you get out the message about using occupant safety restraints consistently and correctly. It contains camera-ready artwork for posters, a newsletter article, ads, and paycheck stuffers. In addition, there are suggestions for activities you can sponsor to encourage proper use of safety restraints. Refer to your 1997 NETS Traffic Safety Planning Calendar for tips throughout the year. If you haven't received your calendar or if you have other questions, contact your state coordinator or call the NETS staff at 202-452-6005. You can also reach the NETS web site at <http://www.trafficsafety.org>.

The next seasonal planner, which focuses on handling aggressive driving behavior, will arrive later this quarter. Thank you for being part of the Network of Employers for Traffic Safety—and good luck.

COPY FOR YOUR EMPLOYEE NEWSLETTER

Please Remember—Baby in Back!

When combined with a lap/shoulder safety belt, an air bag offers an adult occupant in a passenger vehicle the most effective safety protection available today. Air bags are designed to protect drivers and passengers in the case of a front-end collision. In September 1997 (model year 1998), driver and passenger air bags will be required in all new passenger cars. Unfortunately, the same air bag that protects an adult can kill or seriously injure an unbelted child sitting in the front seat or one that is not properly belted in a lap/shoulder belt. Air bags and rear-facing child seats are another potentially deadly combination.

To determine whether or not a vehicle is equipped with an air bag, look for the words "Air Bag" or the letters "SRS" (Supplemental Restraint System) or "SIR" (Supplemental Inflatable Restraint) on the steering wheel and the dashboard panel. You may also find a warning on the sun visor, on the side of the open door frame, or in the owner's manual.

The Serious Stuff:

- A powerful blast of energy inflates the bag.
- In the case of a collision, an unrestrained child sitting in the front seat can easily be thrown forward and receive a serious head or neck injury from the inflating air bag.
- A child who is wearing only a lap belt could be struck and injured by an air bag.
- Never place a rear-facing infant seat in the front seat of a vehicle equipped with an air bag. An inflating bag can strike the back of the infant seat with enough force to kill the baby or cause serious brain damage.
- Please remember—**Baby in Back.**

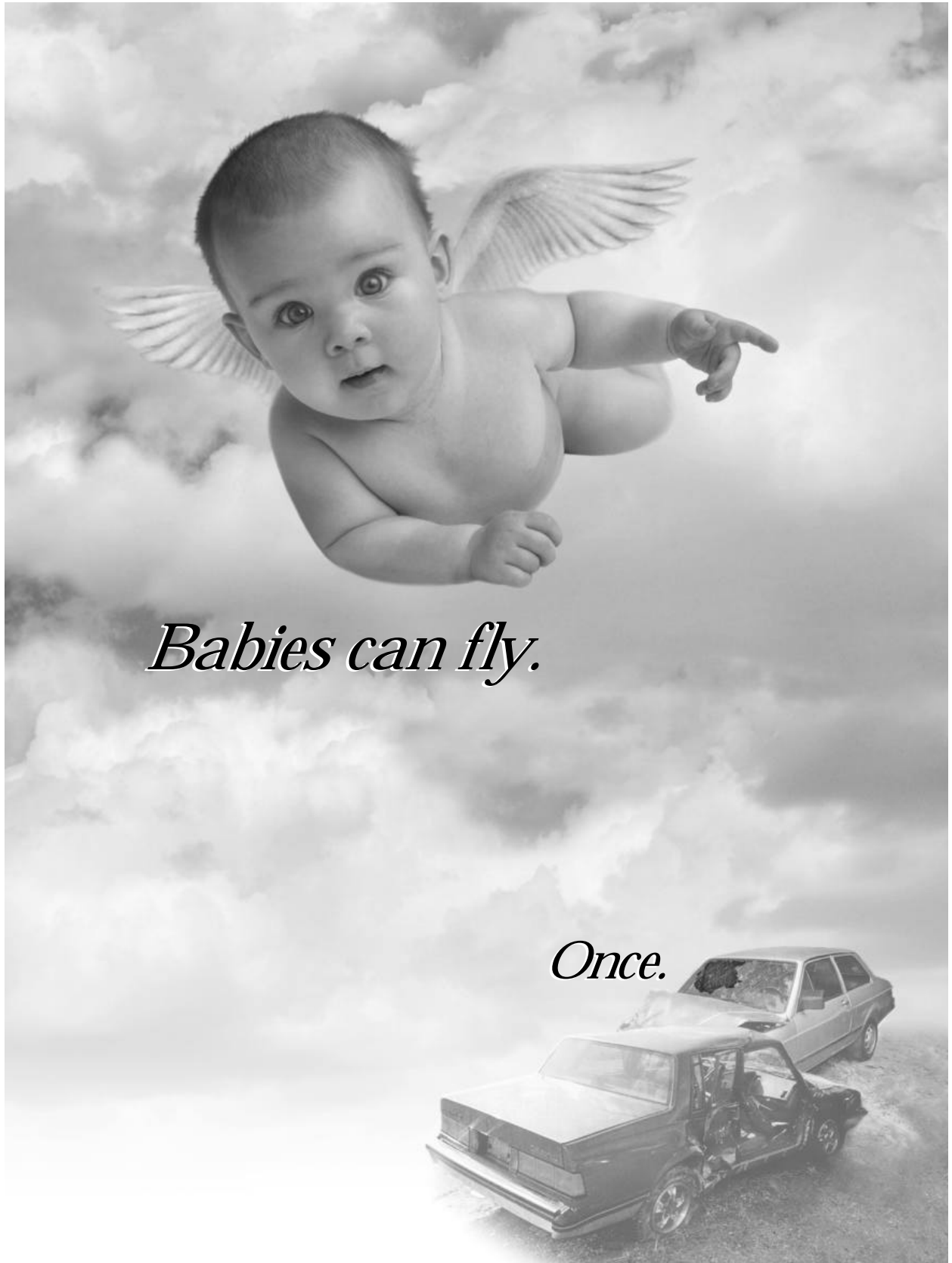
Air bags are a great innovation. But like other auto safety devices, they must be used correctly. Now that you know the facts, the rest is up to you.

For more information call the U.S. Department of Transportation's Auto Safety Hotline at **1-800-424-9393** or visit the National Highway Traffic Safety Administration web site at <http://www.nhtsa.dot.gov>.

IDEAS TO TRY

- Recruit a technical expert through your local highway safety office. Invite the expert to conduct a free check of your employees' child safety seats. Then have the expert demonstrate how to use the seats correctly.
- At a company-wide meeting, take a few minutes to ask employees if their vehicles are equipped with air bags. Tell those who are unsure to read their owner's manuals or inspect the car for air bag warning labels. Then distribute the enclosed newsletter article "Remember—Baby in Back" on the risks air bags pose to children.
- Hold an unannounced seat belt/safety seat check at a company picnic or other family event. Make sure your inspectors check not just for the use of safety restraints, but for their proper use. Award prizes to families that "pass the safety test."
- Sponsor a program to loan or donate child safety seats to needy families in a local community.
- Create computer screen savers and telephone on-hold messages that feature creative reminders about occupant protection restraints. Change the messages frequently. Make sure some messages contain tips on correct use, while others list statistics on how many lives are saved by seat belts and child safety seats. Invite employees to submit ideas for messages.
- Distribute information on child safety restraints to local daycare centers, preschools, and schools. Encourage teachers and daycare providers to discuss the importance of buckling up with their students.
- Contact local car rental agencies and limousine services about posting fact sheets and flyers that explain the importance of seat belt use and child safety seats.
- Start a "Saved by the Belt/Safety Seat" program in your workplace. Publish first-person accounts in your company newsletter, and post photos and stories of employees and their family members who survived crashes because they correctly used occupant protection devices.





Babies can fly.

Once.

So strap your little ones into a properly installed car seat. And never put a car seat in front when there's a passenger side air bag. In fact, whenever you travel with infants or children, for safety's sake, put them in the back.



Click
here
and
live.



3" X 6" PAYCHECK STUFFER



3" X 6" PAYCHECK STUFFER



3" X 3.25" NEWSLETTER AD



3" X 3.25" NEWSLETTER AD

So what do you think?

Did we miss anything?
Are these materials useful?
What else would you like
to see in the future?
We're interested in your feedback!
Take a moment
to fill out this card.
Drop it in the mailbox,
or fax it to 202-223-7012.

Thanks.

Name

Phone

Organization

Address

(do not use P.O. Boxes)

City/State/Zip

